

IN THE CLAIMS

Applicant has requested amendment to claims 1, 6, 16 and 22, a copy of each of these claims being presented herein. A marked-up version of these claims indicating insertions and deletions entitled "Version With Markings Showing Changes Made" is included as an attachment to this amendment.

Please amend claims 1, 6, 16 and 22 as follows.

B1 *Sub C17*
--1. (Twice Amended) An information transmitting method for transmitting a program guide information together with a broadcasting program, wherein commercial information which corresponds to said program guide information and which is displayed on a program guide screen in a receiver is transmitted together with said program guide information, said commercial information comprising at least address information designating a location of a further detailed information corresponding to said commercial information; and wherein said further detailed information is transmitted in accordance with said address information comprising said commercial information when a cursor is moved onto a program column of said program guide screen.--

B2 *Sub C27*
--6. (Twice Amended) A receiving apparatus for receiving a broadcasting signal including commercial information comprising at least address information designating a location of a further detailed information corresponding to said commercial information and electronic program guide information, comprising: separating means for separating said program guide information from the received broadcasting signal; and

processing means for displaying commercial information in a part of a display area and an electronic program guide screen including program columns corresponding to a plurality of programs based on the separated electronic program guide information, wherein

*B2
cancel.*

said processing means when a cursor is moved onto one program column on said electronic program guide screen, performs display processing to sequentially display plural items of commercial information and further detailed information in accordance with said address information included in one program onto which the cursor has been moved in said part of the display area on said electronic program guide screen.--

Sub C37 --16. (Amended) A receiving method, comprising the steps of:

receiving a broadcasting signal including commercial information and electronic program guide information;

separating said electronic program guide information from the broadcasting signal received;

B3

displaying commercial information in a part of a display area and an electronic program guide screen having program columns corresponding to a plurality of programs on the basis of the separated electronic program guide information, said commercial information comprising at least address information designating a location of a further detailed information corresponding to said commercial information;

moving a cursor onto one program column on said electronic program guide screen being displayed; and

sequentially displaying plural items of said detailed information corresponding to said commercial information included in the one program onto which the cursor has been moved, in said part of the display area on said electronic program guide screen.--
